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STRATEGIES AND CHALLENGES IN ADAPTING CHILDREN’S LITERATURE ACROSS CULTURES

Children’s literature occupies a unique place in the cultural landscape, as it plays a vital role in shaping children’s worldviews, moral values, and aesthetic tastes. Its primary characteristics include simple language, vivid imagery, didactic elements, and a significant dose of imagination. These features enable children’s books not only to entertain but also to educate, helping young readers better understand the surrounding world, which may differ significantly depending on cultural context. Translation plays a crucial role in this process, allowing literary works to cross borders and facilitating the global exchange of knowledge, ideas, and cultural values.

Translating children's literature comes with challenges; this audience requires special attention to detail. What is easily understood within one culture might feel unfamiliar or even inappropriate in another. Translators must, therefore, strike a balance between remaining faithful to the original text and adapting it to suit the realities of a different readership.

This work aims to analyse the main strategies used in adapting children's literature and highlight the challenges translators encounter in this process.

The names of characters in children's literature often carry deep semantic meaning, reflecting the traits or roles of the characters within the story. For instance, Lewis Carroll's character "Hatter" is translated as "Капелюшник," preserving the connection between the name and the character's profession. However, translators sometimes adapt names to make them sound magical to another audience. For example, the name "Severus Snape" might be rendered as "Северус Снейп" or "Северус Снегт," slightly altering the perception of the character. In Charles Perrault's fairy tale "Cendrillon," the name becomes "Попелюшка" to better align with Ukrainian readers. In Roald Dahl's works, such as "Charlie and the Chocolate Factory," character names often contain elements of humour or description: for instance, Augustus Gloop becomes "Августус Глуп," emphasising his greed through a play on words (4).

Cultural elements such as traditions, holidays, and food frequently pose interesting challenges for translators. Strategies for rendering these realities include:

- transcription – accurately reproducing the word;
- calquing – translating by individual components;
- substitution – replacing with an understandable equivalent.

For example, "Thanksgiving dinner" might be replaced with a holiday familiar to Ukrainian readers, while in *Вінні-Пух* by A. A. Milne, the word "honey" is translated as "медок," creating a warmer and more affectionate tone (Шапошник, 2011).

Children's literature often contains moral lessons that may be specific to a particular culture. For this reason, translators may soften violent scenes in Grimm's fairy tales to suit modern ethical norms. When translating *The Little Prince* by Antoine de Saint-Exupéry, translators sometimes shift the focus of moral lessons to align with the realities of another culture. For instance, images of European animals might be replaced with Ukrainian ones to create more apparent associations for the reader.

Humour and wordplay also present significant challenges for translators. In Dr. Seuss's works, humour often relies on rhythm and rhyme, which can be challenging to convey in another language. In such cases, translators create new puns or adapt rhymes to preserve the original's spirit. Similarly, in *The Wizard of Oz*, the phrase "there's no place like home" becomes "усюди добре, а вдома найкраще," which adapts the core message to Ukrainian context (Жукова, 2022).

Translators of children's literature often face diverse tasks, as the ultimate goal is to balance authenticity and adaptation. Grimm's fairy tales, for instance, frequently require explanations of realities unfamiliar to modern children, yet excessive adaptation risks distorting the original work's intent. Some children's books also feature illustrations closely tied to the text, limiting the translator's lexical choices. Furthermore, cultural differences and age-appropriate content heavily influence the translation process. Particularly challenging is the translation of poems and songs, where the meaning, rhythm, and emotional effect must be preserved (Bassnett, 2002).

In conclusion, translating children's literature is a multifaceted and responsible endeavour requiring a profound understanding of linguistic and cultural nuances. Depending on the context, translators employ various strategies to make texts accessible and engaging for their audience while preserving the authenticity and charm of the original work. This intricate task fosters the transmission of content and the building of cultural bridges between nations and their traditions.

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